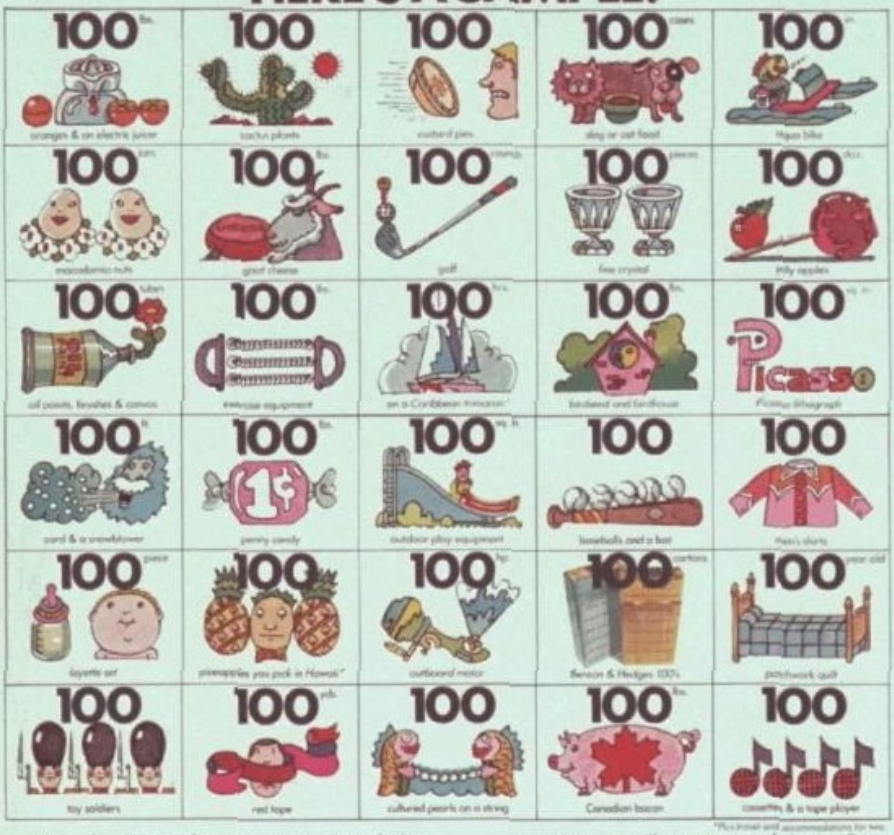
ONCE AGAIN, 100 SWEEPSTAKES FROM BENSON & HEDGES 100's. HERE'S A SAMPLE.



We're showing you these to give you a hint of what 171 million people will see advertised nationally in Playboy, Cosmopolitan, Ebony, New York Magazine, Redbook, Sports Illustrated, *Psychology Today*, *Ladies' Home Journal*, The New York Times Magazine, Army Times, Family Weekly, Sunday, Tuesday at Home, Parade, and carefully selected Sunday supplements. There'll be 100 funny and fabulous new sweepstakes running from November through February, 1974.

This promotion will get more people buying Benson & Hedges 100's, just as it has for the past two years. In fact, last year's sweepstakes fascinated so many people that millions entered and made *it one of the most successful promotions in* Philip Morris' history. You can help make a little history again this year by making sure you have plenty of Benson & Hedges 100's on hand to keep your 100 Sweepstakes customers happy.

Another sales building promotion from Philip Morris, U.S.A.

0701-741
" B&H 100's -100's Sweepstakes Trade Ad"
Page 4/C (LP)
U. S Tobacco Jrnl.-10/18/73

Wells , Rich, Greene, Inc.

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Source: https://www.industrydocuments.ucsf.edu/docs/kjgm0003

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